

Mar. 9. 2011 6:50PM

STRAUB & POKOTYLO(S) TRANSMITTAL

No.2176 P. 3

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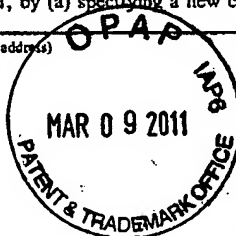
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82402 7590 12/10/2010

Straub & Pokotylo
 788 Shrewsbury Avenue
 Tinton Falls, NJ 07724



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03/10/2011 CCHAU2 00000009 501049 10749110

01 FC:1501 1510.00 DA
 02 FC:8001 3.00 DA

John C. Pokotylo (Depositor's name)
 John C. Pokotylo (Signature)
 March 9, 2011 (Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO	CONFIRMATION NO
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10/749,110

12/29/2003

Chad Lester

GOOGLE-33/APP
(GP-086-00-)

3154

TITLE OF INVENTION: ENCODING AD AND/OR AD SERVING INFORMATION IN A CLICK URL

APPLN TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	NO	\$1510	\$0	\$0	\$1510	03/10/2011

EXAMINER	ART UNIT	CLASS-SUBCLASS
GILLIS, BRIAN J	2441	709-224000

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).

- ☐ Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached
☐ "Fee Address" indication (or "Fee Address" Indication form PTO/SB/47; Rev 03-02 or more recent) attached. Use of a Customer Number is required.

2. For printing on the patent front page, list

- (1) the names of up to 3 registered patent attorneys or agents OR, alternatively,
 (2) the name of a single firm (having as a member a registered attorney or agent) and the names of up to 2 registered patent attorneys or agents. If no name is listed, no name will be printed.

1 John C. Pokotylo
 2 Straub & Pokotylo
 3

3. ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type)

PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document has been filed for recordation as set forth in 37 CFR 3.11. Completion of this form is NOT a substitute for filing an assignment

(A) NAME OF ASSIGNEE

GOOGLE, INC.

(B) RESIDENCE: (CITY and STATE OR COUNTRY)

MOUNTAIN VIEW, CALIFORNIA

Please check the appropriate assignee category or categories (will not be printed on the patent): ☐ Individual ☒ Corporation or other private group entity ☐ Government

4a. The following fee(s) are submitted:

- ☒ Issue Fee
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- ☐ A check is enclosed.
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☒ The Director is hereby authorized to charge the required fee(s), any deficiency, or credit any overpayment, to Deposit Account Number 50-1049 (enclose an extra copy of this form).

5. Change in Entity Status (from status indicated above)

- ☐ a. Applicant claims SMALL ENTITY status. See 37 CFR 1.27. ☐ b. Applicant is no longer claiming SMALL ENTITY status. See 37 CFR 1.27(g)(2)

NOTE: The Issue Fee and Publication Fee (if required) will not be accepted from anyone other than the applicant; a registered attorney or agent; or the assignee or other party in interest as shown by the records of the United States Patent and Trademark Office.

Authorized Signature

John C. Pokotylo
 John C. Pokotylo

Date

March 9, 2011

Typed or printed name

Registration No.

36,242

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